

fashion calendar

12/30/57
F. 10 Corp

january

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17th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>

* BEST WISHES FOR A HAPPY *			
* AND PROSPEROUS NEW YEAR *			

<u>WEEK ENDING FRIDAY, DECEMBER 27, 1957</u>			
Friday Dec. 27 10:00 A.M. Cocktails	PRESS PREVIEW OF SPRING LINGERIE Luxite-Kayser will present their Spring lingerie collection to the press and resident office buyers. By invitation. Contact: Kay Wilson, MU. 3-7020.	LUXITE-KAYSER	425 FIFTH AVENUE SHOWROOM - 2ND FLOOR
Friday Dec. 27; Dec. 28; Dec. 30 5:30 P.M. Cocktails	INFORMAL SHOWINGS OF COLLEGE FASHIONS "Under The Clock"--showings Dec. 27, 28 and 30 of Peck & Peck college fashions; also Paul Stuart clothes for men. For reservations, contact: MU. 7-7000, Ext. 4. Publicity: Peck & Peck: Joanne Sidener, OR. 3-4700; Biltmore: Martha Holiday, RE. 7-2971.	PECK & PECK	HOTEL BILTMORE PALM COURT
<u>WEEK BEGINNING MONDAY, DECEMBER 30, 1957</u>			
Monday Dec. 30 4:00 P.M. Cocktails	PREVIEW: ENGLISH COAT AND SUIT COLLECTION "Demi-Collection"--Informal showing of Spring coat and suit collection. By invitation. Publicity: Rosemary Sheehan, 27 E. 37th St., MU. 5-1280.	HARRY POPPER OF LONDON	27 EAST 37TH STREET 2ND FLOOR
Beginning Monday Dec. 30	PREVIEW OF FALL 1958 FABRICS Showing of Fall 1958 worsted novelty tweeds and patterns for coats, suits, dresses and sportswear. By appointment. Contact: Ruth Daly, OX. 5-4800.	LUXLOOM FABRICS (EINIGER MILLS)	EMPIRE STATE BUILDING SUITE 2018
Jan. 1	NEW YEAR'S DAY (Wednesday).		
Saturday Jan. 4 4:00 P.M. Cocktails	SPRING MILLINERY AT VISITING PRESS SHOW The visiting press will preview John Frederics' collection of Spring millinery. By invitation. Contact: Joseph Mann, CI. 7-7745.	JOHN FREDERICS, INC.	6 WEST 57TH STREET SALON - 7TH FLOOR
Sunday Jan. 5 8:30 A.M.- 5:00 P.M.	OPEN HOUSE FOR VISITING PRESS Countess Mara men's neckwear and accessories; also J. H. Kimball women's scarfs and handkerchiefs. For local press, Jan. 6-17. Contact: PL. 7-5809.	COUNTESS MARA; J. H. KIMBALL	MARY MARSH ASSOC. 2 W. 46 ST. - 16TH FL.
Sunday Jan. 5 10:00 A.M.- 1:00 P.M. Brunch	PRESS PREVIEW: SPRING AND SUMMER JEWELRY Trifari will show their Spring and Summer jewelry collection to out-of-town and local press. By invitation. Publicity: Dorothy Lansing, 165 East 66th Street, RE. 7-3347.	TRIFARI, KRUSSMAN AND FISHEL, INC.	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Jan. 5 11:00 A.M. Breakfast	SPRING MILLINERY AT VISITING PRESS SHOW Emme will present her Spring millinery to the visiting press. (Local press and buyers. Mon., Jan. 6, 5:30 P.M.--See Pg. 4.) By invitation. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	EMME, INC. (19 WEST 57TH ST.)	HOTEL PLAZA WHITE & GOLD SUITE
Sunday Jan. 5 12:30 P.M. Luncheon	MILLINERY AND PERFUMES AT PRESS LUNCHEON Laddie Northridge Spring millinery and Parfums Ciro at out-of-town press luncheon. (Local Press Wed., Jan. 8, 11:00 A.M.--See Pg. 6.) By invitation. (Note Change of Place.) Publicity--Laddie Northridge: Maud G. Moody, LE. 2-5562; Parfums Ciro: Alice Dowd, EL. 5-4248.	LADDIE NORTHRIDGE; PARFUMS CIRO	7 EAST 60TH STREET EAST WING
Sunday Jan. 5 1:00 P.M.- 6:00 P.M.	OPEN HOUSE FOR VISITING PRESS Introducing the interior design forecast, 1958; also American Institute of Architects will co-sponsor a photographic exhibition of design. By invitation. Contact: Pat Herald at Communication Counselors, MU. 7-8686.	AMERICAN INSTITUTE OF DECORATORS	673 FIFTH AVENUE 3RD FLOOR
Sunday Jan. 5 3:00 P.M. Cocktails	MILLINERY SHOWING FOR VISITING PRESS Sally Victor will preview her Spring millinery to the visiting press. (Local Press, Mon., Jan. 6, 10:00 A.M.--See Pg. 4.) By invitation. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR, INC.	18 EAST 53RD STREET SALON - 9TH FLOOR
Sunday Jan. 5 4:00 P.M.- 8:00 P.M.	COCKTAILS AND BUFFET FOR VISITING PRESS Forstmann will invite the out-of-town press to an open house buffet supper. By invitation. Publicity: Adelia Bird Ellis, CI. 5-8448.	FORSTMANN, INC.	CARLTON HOUSE 680 MADISON AVENUE
Sunday Jan. 5 7:00 P.M. Cocktails- Dinner	SILK FASHION SHOW FOR PRESS International Silk Ass'n, U.S.A. (Auxiliary Member of N.Y.D.I.--See Below) will present fashions in silk by leading manufacturers. By invitation only for visiting and local press. Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASSOCIATION, U.S.A.	HOTEL PIERRE GRAND BALLROOM

NEW YORK DRESS INSTITUTE'S THIRTIETH NATIONAL PRESS WEEK (Jan. 5 - 11, 1958)

Spring collections of leading designers (30 members, 12 auxiliary and 2 group showings) for visiting press. Press Director: Eleanor Lambert, MU. 8-2130.	
Sun., Jan. 5... 7:00 P.M.	INT'L SILK ASS'N, U.S.A. (Aux.). PIERRE-BALLROOM
Mon., Jan. 6... 8:00 A.M.	BUFFET BREAKFAST. PIERRE-BALLROOM
	(Beginning CAPEZIO (Aux.) (Jan. 6 through 11, (756 7th (at 49)
	(8:00 A.M. "Open House", 8:00 to 5:00) (BOUTIQUE SALON)
	8:30 A.M. "WATCH FOR" FORUM PIERRE-BALLROOM
	9:30 A.M. CHRISTIAN DIOR, NEW YORK 730 5th (7 F1.)
	10:30 A.M. HARRY FRECHTEL PIERRE-BALLROOM
	11:30 A.M. NETTIE ROSENSTEIN PIERRE-BALLROOM
	12:30 P.M. GALEY & LORD-Luncheon (Aux.). PIERRE-BALLROOM
	2:00 P.M. LARRY ALDRICH. PIERRE-BALLROOM
	3:00 P.M. TRIGERE. PIERRE-BALLROOM
	4:00 P.M. EDWARD ABBOTT (Wilson Folmar) PIERRE-BALLROOM
	5:00 P.M. COTY, INC.-Cocktails (Aux.) PIERRE-BALLROOM
	8:00 P.M. SHIP 'N SHORE THEATRE PARTY (Aux.). WINTER GARDEN THEA.

(Continued on next page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
THIRTIETH NATIONAL PRESS WEEK (Continued from page 2)			
Tues., Jan. 7...	8:00 A.M. BUFFET BREAKFAST.		PIERRE-BALLROOM
	8:30 A.M. BRANELL (Hilda Altmark)		PIERRE-BALLROOM
	9:30 A.M. ORIGINALIA		PIERRE-BALLROOM
	10:30 A.M. SAMUEL WINSTON (Roxane)		PIERRE-BALLROOM
	11:30 A.M. PAUL PARNE (Beni Claire)		PIERRE-BALLROOM
	12:30 P.M. SHIP 'N SHORE-Luncheon (Aux.)		PIERRE-BALLROOM
	2:30 P.M. HARVEY BERIN (Karen Stark)		PIERRE-BALLROOM
	3:30 P.M. MONTE-SANO & PRUZAN		PIERRE-BALLROOM
	4:30 P.M. CEIL CHAPMAN-Cocktails		PIERRE-BALLROOM
	6:30 P.M. PELLON-Pre-Theatre Dinner (Aux.)		21 CLUB (21 W. 52)
	8:00 P.M. PELLON THEATRE PARTY (Aux.)		ADELPHI THEATRE
Wed., Jan. 8...	8:00 A.M. BUFFET BREAKFAST.		PIERRE-BALLROOM
	8:30 A.M. HERBERT SONDEHIM		PIERRE-BALLROOM
	9:30 A.M. CLAIRE McCARDELL		PIERRE-BALLROOM
	10:30 A.M. GEORGE CARMEL		PIERRE-BALLROOM
	11:30 A.M. GRENELLE-ESTEVEZ (Luis Estevez)		PIERRE-BALLROOM
	12:30 P.M. ROUX-Luncheon (Aux.)		PIERRE-BALLROOM
	2:30 P.M. MOLLIE PARNIS		530 7th (18 FL.)
	3:30 P.M. ADELE SIMPSON		530 7th (23 FL.)
	4:30 P.M. HANNAH TROY-Cocktails		530 7th (2 FL.)
	7:30 P.M. MILLINERY INST.OF AMER.-Dinner (Aux.)		PIERRE-BALLROOM
Thurs., Jan. 9...	9:00 A.M. HATTIE CARNEGIE		42 E. 49 (SALON)
	10:30 A.M. BEN REIG		498 7th (23 FL.)
	11:30 A.M. MAURICE RENTNER		498 7th (16 FL.)
	1:00 P.M. LACE INSTITUTE-Luncheon (Aux.)		PIERRE-BALLROOM
	2:30 P.M. OLEG CASSINI		PIERRE-BALLROOM
	3:30 P.M. BEN ZUCKERMAN		PIERRE-BALLROOM
	4:30 P.M. WILLIAM FOX-VISIONI		PIERRE-BALLROOM
	7:30 P.M. MR. JOHN-SUBURBIA, USA-Dinner (Aux.)		THE AMBASSADOR
Fri., Jan. 10...	8:00 A.M. BUFFET BREAKFAST.		PIERRE-BALLROOM
	9:00 A.M. PATTULLO-JO COPELAND		PIERRE-BALLROOM
	10:00 A.M. DAVIDOW		PIERRE-BALLROOM
	11:00 A.M. JANE DERBY		PIERRE-BALLROOM
	12:30 P.M. Junior Group: JUNIOR SOPHISTICATES, MR. MORT, ELOISE CURTIS-Luncheon		PIERRE-BALLROOM
	2:00 P.M. TINA LESER		PIERRE-BALLROOM
	3:00 P.M. Variety Group: SUZY PERETTE, HELEN LEE, LEONARD ARKIN, MAM'SELLE, DREAM AGE		PIERRE-BALLROOM
	4:30 P.M. LILLY DACHE-Cocktails (Aux.) (LUCIEN LELONG, MARIE EARLE-Dache Cosmetics, Millinery, Fashions)		78 EAST 56TH ST. (PENTHOUSE)
Sat., Jan. 11...	1:00 P.M. ELLEN LIND ASSOCIATES (Aux.)		WESTPORT, CONN.

Beginning Monday	SHOE FASHIONS FOR VISITING PRESS	CAPEZIO, INC.	756 SEVENTH AVENUE BOUTIQUE SALON
Jan. 6-	Capezio, (Auxiliary Member N.Y.D.I.--See Pg. 2) will present Spring and		
Jan. 11	Summer shoes, "Stemwear"; and "Leotites" to visiting and local press, 8:00 A.M. to 5:00 P.M. daily. By invitation. Publ: Marya Morton, JU. 6-2150.		
Jan. 6	8:30 A.M. "WATCH FOR" FORUM (N.Y.D.I.--See Pg. 2)	PIERRE-BALLROOM	
Jan. 6	9:30 A.M. CHRISTIAN DIOR, NEW YORK (N.Y.D.I.--See Pg. 2)	730 5TH (7 FL.)	

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 6 10:00 A.M.; 2:00 P.M.	OPENING: SPRING FOUNDATION COLLECTION By invitation. <u>Jan. 6-8</u> at 10:00 and 2:00. <u>Jan. 9-10</u> at 10:00. <u>Jan. 13</u> at 10:30, 2:00 and 3:30. <u>Jan. 14-15</u> at 9:30, 11:00 and 2:00. Contact for reservations: Kay Keniry, MU. 5-5740. Publ.: Marian Sherwood, MU. 5-5740.	WARNER'S	200 MADISON AVENUE SHOWROOM - 10TH FLOOR
Jan. 6 10:00 A.M.	SALLY VICTOR'S MILLINERY PREVIEW FOR LOCAL PRESS AT 10:00 A.M., 18 EAST 53RD STREET. Publicity: Mildred Josephs, PL. 3-7450.		
Jan. 6	<u>10:30 A.M.</u> HARRY FRECHTEL (N.Y.D.I.--See Pg. 2) PIERRE BALLROOM.		
Jan. 6	<u>11:30 A.M.</u> NETTIE ROSENSTEIN (N.Y.D.I.--See Pg. 2) PIERRE BALLROOM.		
Monday Jan. 6 12:30 P.M. Luncheon	SHOWING: COTTON FASHIONS FOR OUT-OF-TOWN PRESS "Blazing Cottons"--Galey & Lord (Auxiliary Member, N.Y.D.I.--See Pg. 2) Resort and Spring fashions by: Bestlyne, Brigance, Catalina, Ceil Chapman, Cole of California, Jane Derby, William Fox, Jantzen, Tina Leser, Claire McCardell, Vera Maxwell, Toni Owen, Adele Simpson, Herbert Sondheim, Trigere. By invitation. Publ.: Rosemary Sheehan, 27 E. 37th St., MU. 5-1280.	GALEY & LORD (1407 BROADWAY)	HOTEL PIERRE BALLROOM
Jan. 6	<u>2:00 P.M.</u> LARRY ALDRICH (N.Y.D.I.--See Pg. 2) PIERRE BALLROOM.		
Monday Jan. 6 2:30 P.M.	PREVIEW OF PUERTO RICAN FASHIONS Introduction of original couturier fashions by Puerto Rican designers as one of the highlights of NRDGA Convention. Also apparel from branch U.S. firms with plants in Puerto Rico. By invitation. Contact: Irene Briller, Commonwealth of Puerto Rico, 527 Fifth Ave., MU. 8-2960.	COMMONWEALTH OF PUERTO RICO	HOTEL STATLER GRAND BALLROOM
Jan. 6	<u>3:00 P.M.</u> TRIGERE (N.Y.D.I.--See Pg. 2) PIERRE BALLROOM.		
Jan. 6	<u>4:00 P.M.</u> EDWARD ABBOTT-Wilson Folmar (N.Y.D.I.--See Pg. 2) PIERRE BALLRM.		
Monday Jan. 6 5:00 P.M. Cocktails	COCKTAIL PARTY FOR VISITING PRESS Coty (Auxiliary Member, N.Y.D.I.--See Pg. 2), will invite press to cocktail party. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC. (612 FIFTH AVE.)	HOTEL PIERRE BALLROOM
Cancelled Jan. 6	THE DUPONT SHOWING OF FASHIONS AND FABRICS, ORIGINALLY SCHEDULED FOR JAN. 6 AT 5:00 P.M., HAS BEEN CANCELLED. Contact: Adelaide Patterson, LO. 3-6400.		
Jan. 6 5:30 P.M.	EMME'S SPRING MILLINERY PREVIEW FOR LOCAL PRESS AND BUYERS AT 5:30 P.M., COCKTAILS, HOTEL PLAZA, TERRACE ROOM. Publ.: Eleanor Lambert, MU. 8-2130.		
Monday Jan. 6 8:00 P.M.	THEATRE PARTY FOR VISITING PRESS Ship 'n Shore (Auxiliary Member of N.Y.D.I.--See Pg. 2) will invite the visiting press to see "West Side Story". By invitation. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	SHIP 'N SHORE	WINTER GARDEN THEATRE 1634 BROADWAY
Monday Jan. 6- Jan. 10	OPEN HOUSE FOR VISITING PRESS Henry Friedricks will present their Spring coat collection daily for the visiting press. Continuous showings. Contact: Alan R. Baron, PE. 6-8868.	BRITTANY (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 6-	FORTY-SEVENTH ANNUAL CONVENTION	NATIONAL RETAIL DRY GOODS ASS'N.	HOTEL STATLER
Jan. 9	Theme: "The Changing Concepts and New Opportunites in Retailing". Thirty-five session conferences on merchandising, personnel, store management, etc. Price \$10.00, members (with a maximum of \$50.00 for member stores); \$20.00, non-members. Contact: Nevin Fidler, 100 West 31st St., CH. 4-8780.		
Monday Jan. 6-	OPEN HOUSE FOR OUT-OF-TOWN PRESS	SPORTEMPOS	525 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Jan. 10	Continuous showing of skirts and shirts for visiting press, at new showroom. Contact: Harriette Reines, LO. 3-7900.		
Monday Jan. 6-	SPRING SHOE FASHIONS: OPEN HOUSE PREVIEW	LEATHER INDUSTRIES OF AMERICA	411 FIFTH AVENUE SHOWROOM - 10TH FLOOR
Jan. 11	"Leather Springs Eternal"--a five-day preview, 10:00 A.M. to 6:00 P.M., of Spring shoes for every member of the family, with emphasis on women's shoes. By invitation. Contact: Billie Gould, MU. 6-7956.		
Beginning Monday Jan. 6-	EXHIBIT OF SPRING FASHIONS	SEVENTEEN MAGAZINE	488 MADISON AVENUE SHOWROOM - 10TH FLOOR
Jan. 31	Exhibit featuring fashions from February, March and April issues, with continental breakfast workshops, Jan. 7-10. For store and buying office executives. Contact: Anita Blanchard, PL. 9-8100.		
Beginning Monday Jan. 6	PREVIEW OF FALL 1958 FABRICS	STRONG, HEWAT & HERRIEGE WOOLENS	112 WEST 34TH STREET SHOWROOM - 19TH FLOOR
	Showing of suit, coat, sportswear and dress woolens; also "Belgiwool" woolens and worsteds for Fall of 1958. By appointment. Contact: Jean Russell at Berglas Rieger, 112 West 34th St., BR. 9-2015.		
Jan. 7	<u>8:30 A.M.</u> BRANELL-Hilda Altmark (N.Y.D.I.--See Pg. 3) PIERRE BALLROOM.		
Tuesday Jan. 7 8:45 A.M. Breakfast	FIRST SHOW: MILLINERY CREATORS OF AMERICA	MILLINERY STAB. COMM. (1450 BROADWAY)	SHERATON-ASTOR HOTEL GRAND BALLROOM
	The Trade Promotion Committee of Millinery Stabilization Commission will present the first showing of The Millinery Creators' Spring and Easter hats. <u>Showing at 9:45 A.M.</u> By invitation. Contact: LO. 4-7800.		
Tuesday Jan. 7 9:30 A.M. Breakfast	PREVIEW: RESORT AND CRUISE READY-TO-WEAR	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
	Showing of Elizabeth Arden's ready-to-wear collection. By invitation. Publ.: Alan McGeehan at Rasponi Assoc., 667 Madison Ave., TE. 8-8171.		
Jan. 7	<u>9:30 A.M.</u> ORIGINALIA (N.Y.D.I.--See Pg. 3) PIERRE BALLROOM.		
Tuesday Jan. 7- Jan. 8	PREVIEW OF LEATHERS FOR FALL, 1958	GEILICH TANNING CO. (TAUNTON, MASS.)	HOTEL PLAZA VANDERBILT SUITE
	Informal showing of leather colors and textures for Fall '58, <u>Jan. 7</u> , 10:00 to 6:00; also <u>Jan. 8</u> , 10:00 to 12:00. By invitation. Contact: Martha Geilich, Van Dyke 4-8661, Taunton, Mass.		
Jan. 7	<u>10:30 A.M.</u> SAMUEL WINSTON-Roxane (N.Y.D.I.--See Pg. 3) PIERRE BALLROOM.		
Jan. 7	<u>11:30 A.M.</u> PAUL PARNES-Beni Claire (N.Y.D.I.--See Pg. 3) PIERRE BALLROOM.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 7 11:30 A.M.	PRESS PREVIEW OF SPRING MILLINERY Press by invitation only (not transferable). Buyers' caution fee \$200.00; manufacturers, \$450.00 (invitation on request). Contact: CI. 5-8991. Publicity: Donna Cannon, 505 Fifth Avenue, MU. 7-5447.	WILLIAM J.	44 WEST 54TH STREET SALON
Tuesday Jan. 7 12:30 P.M. Luncheon	SPRING BLOUSES FOR VISITING & LOCAL PRESS Ship 'n Shore (Auxiliary Member of N.Y.D.I.--See Pg. 3) will present Spring blouses. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	SHIP 'N SHORE	HOTEL PIERRE GRAND BALLROOM
Jan. 7	<u>2:30 P.M.</u> HARVEY BERIN-Karen Stark (N.Y.D.I.--See Pg. 3) PIERRE BALLROOM.		
Jan. 7	<u>3:30 P.M.</u> MONTE-SANO & PRUZAN (N.Y.D.I.--See Pg. 3) PIERRE BALLROOM.		
Tuesday Jan. 7 4:00 P.M.- 6:00 P.M. Cocktails	PREVIEW: FASHIONS FROM "MARJORIE MORNINGSTAR" Harper's Bazaar will present a preview of fashions from "Marjorie Morningstar", Warner Bros. film. By invitation. (<u>Note Change of Place.</u>) Publicity: Berta MacDonald at Harper's Bazaar, PL. 1-2100.	HARPER'S BAZAAR (572 MADISON AVE.)	ST. REGIS HOTEL LOUIS XVI SUITE
Jan. 7	<u>4:30 P.M.</u> CEIL CHAPMAN-Cocktails (N.Y.D.I.--See Pg. 3) PIERRE BALLROOM.		
Tuesday Jan. 7 6:30 P.M; 8:00 P.M.	DINNER AND THEATRE PARTY FOR VISITING PRESS Pellon (Auxiliary Member of N.Y.D.I.--See Pg. 3) will invite the visiting press to a pre-theatre dinner; and "The Country Wife", starring Julie Harris, at the Adelphi Theatre, 152 West 54th St. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	PEILLON	21 CLUB 21 WEST 52ND STREET
Jan. 8	<u>8:30 A.M.</u> HERBERT SONDEHEIM (N.Y.D.I.--See Pg. 3) PIERRE BALLROOM.		
Jan. 8	<u>9:30 A.M.</u> CLAIRE McCARDELL (N.Y.D.I.--See Pg. 3) PIERRE BALLROOM.		
Wednesday Jan. 8 9:30 A.M. Breakfast	PREVIEW OF SPRING MILLINERY Irene of New York and Rivera Spring millinery collections. By invitation. Contact: PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON - 6TH FLOOR
Jan. 8	<u>10:30 A.M.</u> GEORGE CARMEL (N.Y.D.I.--See Pg. 3) PIERRE BALLROOM.		
Wednesday Jan. 8 11:00 A.M.	MILLINERY AND PERFUMES: LOCAL PRESS SHOW <u>Note Change of Place.</u> Publicity--Laddie Northridge: Maud G. Moody, LE. 2-5562; Parfums Ciro: Alice Dowd, EL. 5-4248.	LADDIE NORTHRIDGE; PARFUMS CIRO	7 EAST 60TH STREET EAST WING
Jan. 8	<u>11:30 A.M.</u> GRENELLE-ESTEVEZ-Luis Estevez (N.Y.D.I.--See Pg. 3) PIERRE BLRM.		
Wednesday Jan. 8 12:30 P.M. Luncheon	PRESS PREVIEW OF NEW HAIRCOLORINGS "A New Cosmetic Star Is Born"--Roux (Auxiliary Member, N.Y.D.I.--See Pg. 3) will present haircoloring as a cosmetic; its relationship to fashion, colors and hair styling; also two new hair coloring products. By invitation. Publ.: Barkann & Platt, 57 W. 57th St., PL. 5-8252.	ROUX	HOTEL PIERRE BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 8	<u>2:30 P.M.</u> MOLLIE PARNIS (N.Y.D.I.--See Pg. 3) 530	7TH (18 FL.)	
Jan. 8	<u>3:30 P.M.</u> ADELE SIMPSON (N.Y.D.I.--See Pg. 3) 530	7TH (23 FL.)	
Wednesday	SPRING MILLINERY	MILLINERY MERCHANTING	SHERATON-ASTOR HOTEL
Jan. 8	MERCHANDISING CLINIC	EXECUTIVES ASS'N.	LOUNGE (MEZZANINE)
4:00 P.M.	By invitation. Contact: Mrs. Charles Steinecke, 15 E. 40 St., LE. 2-8415.		
Jan. 8	<u>4:30 P.M.</u> HANNAH TROY-Cocktails (N.Y.D.I.--See Pg. 3) 530	7TH (2 FL.)	
Wednesday	SPRING MILLINERY FOR	MILLINERY INSTITUTE	HOTEL PIERRE
Jan. 8	VISITING PRESS	OF AMERICA	GRAND BALLROOM
7:30 P.M.	The Millinery Institute of America (Auxiliary Member, N.Y.D.I.--See Pg. 3) will present The Millinery Creators' Spring and Easter hats. By invitation. Contact: Communication Counselors, MU. 7-8686.		
Dinner			
Thursday	PREVIEW: SPRING &	TREVI, INC.	LONGCHAMPS
Jan. 9	SUMMER MILLINERY	(26 E. 55TH ST.)	19 WEST 57TH STREET
9:00 A.M.	Trevi will present Spring and Summer millinery to press and buyers. By invitation. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.		
Breakfast			
Jan. 9	<u>9:00 A.M.</u> HATTIE CARNegie (N.Y.D.I.--See Pg. 3) 42 EAST 49 (SALON)		
Thursday	PRESS PREVIEW: MAURER	SAKS-34TH	MAURER SHOWROOM
Jan. 9	SPRING BRIDAL FASHIONS		491 SEVENTH AVENUE
9:15 A.M.	By invitation. Customer showing at 5:30 P.M. on the fourth floor in the store. Open to public. Publicity: Arthur See, LA. 4-7000.		
Breakfast			
Thursday	PREVIEW OF SPRING &	MR. JOHN, INC.	53 EAST 57TH STREET
Jan. 9	SUMMER MILLINERY		SALON
10:30 A.M.	Mr. John will preview his Spring and Summer millinery collection. By invitation. Publicity: Toni Woodward, MU. 8-4906.		
Jan. 9	<u>10:30 A.M.</u> BEN REIG (N.Y.D.I.--See Pg. 3) 498	7TH (23 FL.)	
Jan. 9	<u>11:30 A.M.</u> MAURICE RENTNER (N.Y.D.I.--See Pg. 3) 498	7TH (16 FL.)	
Thursday	PREVIEW: SPRING & EARLY	ARNOLD CONSTABLE	3RD FLOOR
Jan. 9	SUMMER BRIDAL FASHIONS		BRIDAL SALON
12:00 Noon	Preview of bridal and bridesmaid collection for the press. By invitation. Customer showing at 5:30 P.M. Publicity: Gloria Geis, MU. 5-2300.		
Thursday	LACE FASHIONS	THE LACE INSTITUTE	HOTEL PIERRE
Jan. 9	AT LUNCHEON SHOW	(210 EAST 50TH ST.)	BALLROOM
1:00 P.M.	The Lace Institute (Auxiliary Member, N.Y.D.I.--See Pg. 3) celebrating the "3,500 Birthday of Lace", will present custom-made and ready-to-wear lace fashions in dresses and lingerie by leading designers, to out-of-town and local press. By invitation. Publicity: Gladys Steiner, PL. 1-6630.		
Luncheon			
Jan. 9	<u>2:30 P.M.</u> OLEG CASSINI (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM.		
Jan. 9	<u>3:30 P.M.</u> BEN ZUCKERMAN (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM.		
Jan. 9	<u>4:30 P.M.</u> WILLIAM FOX-VISIONI (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 9 7:30 P.M. Dinner	VISITING PRESS SHOWING OF SPRING COLLECTION Mr. John-Suburbia, USA, Inc. (Auxiliary Member, N.Y.D.I.--See Pg. 3) will show his collection including skirts and casual wear--"American Ease". By invitation. Contact: Harriette Reines, LO. 3-7900. Publicity: Gloria Gelfand, LO. 3-7990.	MR. JOHN-SUBURBIA, USA (525 SEVENTH AVE.)	THE AMBASSADOR TRIANON ROOM
Jan. 10	9:00 A.M. PATTULLO-JO COPELAND (N.Y.D.I.--See Pg. 3) PIERRE BALLROOM.		
Jan. 10	10:00 A.M. DAVIDOW (N.Y.D.I.--See Pg. 3) PIERRE BALLROOM.		
Jan. 10	11:00 A.M. JANE DERBY (N.Y.D.I.--See Pg. 3) PIERRE BALLROOM.		
Jan. 10	12:30 P.M. JUNIOR GROUP (N.Y.D.I.--See Pg. 3) PIERRE BALLROOM.		
Jan. 10	2:00 P.M. TINA LESER (N.Y.D.I.--See Pg. 3) PIERRE BALLROOM.		
Jan. 10	3:00 P.M. VARIETY GROUP (N.Y.D.I.--See Pg. 3) PIERRE BALLROOM,		
Friday Jan. 10 4:30 P.M. Cocktails	COCKTAIL PARTY: VISITING AND LOCAL PRESS Lucien Lelong, Marie Earle, Lilly Dache (Auxiliary Member N.Y.D.I.--See Pg. 3) showing of hair cosmetics, millinery and fashions. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 E. 56TH STREET PENTHOUSE
Saturday Jan. 11 9:00 A.M.- 12:00 Noon	OPEN HOUSE FOR VISITING PRESS Mme. Helena Rubinstein will invite the visiting press to an open house breakfast. By invitation. Publicity: Amy Blaisdell, EL. 5-2100.	MME. HELENA RUBINSTEIN	625 PARK AVENUE PENTHOUSE
Saturday Jan. 11 1:00 P.M.	A DAY IN CONNECTICUT FOR VISITING PRESS Ellen Lind Associates (Auxiliary Member, N.Y.D.I.--See Pg. 3) in the inter- ests of their clients will invite the visiting press to a day in Connecticut at Cobb's Mill Inn for cocktails and dinner, with entertainment by leading illustrators and artists, returning to Grand Central Station at 11:00 P.M. By invitation. Publicity: Ellen Lind, OR. 3-5509.	FIBER PRODUCERS; MILLS & MANUFACTURERS	WESTPORT CONNECTICUT
Monday Jan. 13 11:00 A.M.	PRESS PREVIEW: TATIANA SPRING MILLINERY Press showing of Spring ready-to-wear millinery, designed by Tatiana for Saks Fifth Avenue. By invitation. Publ.: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	5TH FLOOR FUR SALON
Monday Jan. 13 12:00 Noon Luncheon	PRESS PREVIEW OF SPRING COLLECTION Preview of Nelly Don's Spring fashions, available at Stern's. Showing at 1:00 P.M. By invitation. Contact: Hilda Fitzgerald, LO. 5-4762.	NELLY DON (350 FIFTH AVENUE)	HOTEL PIERRE SUITE #1-BALLRM FOYER
Monday Jan. 13 12:15 P.M.; 6:15 P.M.	SPRING COTTONS BY KAY WINDSOR "Annual Kay Windsor Week"--Spring-into-Summer fashions. Press invited (12:15 P.M. show). Open to public. Publicity: Arthur See, LA. 4-7000.	SAKS-34TH	4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 13 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Showing of Harvey Berin's collection. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 5-1000. Publ: Eleanor Lambert, MU. 8-2130. Ambassador Fashion Director: Mary Alice Rice, CI. 6-1790.	HARVEY BERIN, LTD. (530 SEVENTH AVE.)	HOTEL AMBASSADOR BALLROOM
Beginning Monday Jan. 13	OPENING OF SUMMER DRESS COLLECTION Daily showings of M. Nadler's fashions. Contact: Joni Johnstone, LO. 3-7648.	M. NADLER & CO.	530 SEVENTH AVENUE PENTHOUSE
Tuesday Jan. 14 10:00 A.M.; 3:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION "Mid-week and Week-end" sportswear by John Weitz of Printzess Square. By invitation. Contact: Minna Greenberg, LO. 3-4920.	JOHN WEITZ OF PRINTZESS SQUARE	1407 BROADWAY SHOWROOM - 31ST FLOOR
Tuesday Jan. 14 4:00 P.M. Cocktails	PREVIEW: SPRING & SUMMER RAINWEAR COLLECTION Helen Van Vliet will preview Spring and Summer rainwear fashions and accessories. Thereafter in showroom. By invitation. Contact: BR. 9-8293.	VENDOME FASHIONS, INC. (525 SEVENTH AVENUE)	1407 CLUB 1407 BROADWAY
Tuesday Jan. 14 8:30 P.M. Dinner	TWENTY-FIFTH SILVER ANNIVERSARY DINNER Display in East Foyer of 60 different types of fabrics which will be used in Spring and Summer lines by House & Daytime Dress Mfrs. Tickets: \$25.00. Contact: Bette Kahn, N.A.H.D.M., 1350 Broadway, IA. 4-6352.	NAT'L ASS'N OF HOUSE & DAYTIME DRESS MFRS.	WALDORF-ASTORIA BALLROOM
Wednesday Jan. 15 9:00 A.M. Breakfast	PREVIEW OF SPRING & SUMMER FASHIONS Sir James will present their Spring and Summer collection to the press and buyers. By invitation. Contact: Harriette Wittman, PE. 6-8263.	SIR JAMES INC. (1407 BROADWAY)	1407 CLUB 1407 BROADWAY
Wednesday Jan. 15 2:30 P.M.	PREVIEW OF SUMMER SEPARATES COLLECTION By invitation. Continuous thereafter. Publ: Terry Mayer, BR. 9-6560.	HAYMAKER	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Cancelled Jan. 16	OHRBACH'S PRESS PREVIEW OF SPRING BRIDAL FASHIONS, ORIGINALLY SCHEDULED FOR JAN. 16 AT 9:30 A.M., HAS BEEN CANCELLED.		
Thursday Jan. 16 12:30 P.M. Luncheon	FASHIONS BY BRANELL AT LUNCHEON SHOW Showing of Branell's Resort and early Spring collection. Plaza Fashion Coordinator: Mary Alice Rice, CI. 6-1790.	BEST & CO.	HOTEL PLAZA TERRACE ROOM

OPENING OF SPRING COLLECTIONS IN ROME, FLORENCE, PARIS AND LONDON

Beginning Saturday Jan. 18- Jan. 20	OPENING OF ROMAN COUTURE COLLECTIONS <u>Jan. 18:</u> Accessories Exhibit; Showing by New Italian Fashion Houses; Gregoriana; Dessalles; Marlen; Rapuano; Sarli. <u>Jan. 19:</u> Eleanora Garnett; Baratta; Mingolini-Gugenheim; Fontana. <u>Jan. 20:</u> La Tessitrice dell'Isola; Gattinoni; Giovanelli; Centinaro. Contact: Centro Romano Per L'Alta Moda Italiana, Via de Burro 47, Rome.	CENTRO ROMANO L'ALTA MODA	ROME, ITALY
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(Continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
(Continued from page 9)			
Monday Jan. 20-	OPENING OF FLORENCE COUTURE COLLECTIONS	CENTRO DI FIRENZE PER LA MODA ITALIANA	FLORENCE, ITALY
Jan. 23	<u>Jan. 20:</u> Millinery Show: Aria, Avagolf, Baldini, Falconetto, Glans, Litvix, Myricae, Scarabocchio, Valditevere, Vito, Mirsa, Avolio, Bertoli, Puma. <u>Jan. 21:</u> Sportswear & Casuals by the high fashion houses; Schuberth. <u>Jan. 22:</u> Guidi, Veneziani, Simonetta, Fabiani. <u>Jan. 23:</u> Capucci, Marucelli, Antonelli, Carosa. Contact: G. B. Giorgini, 10 Lungarno Acciaioli, Florence, Italy.		
Beginning Monday Jan. 27	OPENING OF PARIS COUTURE COLLECTIONS	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
	<u>Jan. 27:</u> Manguin, Patou, Claude Riviere, Sagardoy. <u>Jan. 28:</u> ACP, Balmain, Cardin, Heim, Laroche, Raphael, Vramanti. <u>Jan. 29:</u> Desses, Gres, Griffe, Revillon, Maggy Rouff. <u>Jan. 30:</u> Bruyere, Dior, Lanvin-Castillo, de Rauch. <u>Jan. 31:</u> Carven, Charles Montaigne, Michel Tellin. (Balenciaga, Chanel and Givenchy have not as yet set dates.) Contact: Chambre Syndicale--102, Rue du Faubourg St-Honore, Paris.		
Beginning Tuesday Feb. 4- Feb. 6	SCHEDULE OF LONDON COUTURE PREVIEWS	INCORPORATED SOC. OF LONDON DESIGNERS	LONDON, ENGLAND
	<u>Feb. 4:</u> Digby Morton, Michael, Mattli, Ronald Paterson. <u>Feb. 5:</u> Victor Stiebel, Hardy Amies, Charles Creed, Lachasse. <u>Feb. 6:</u> John Cavanagh, Worth, Norman Hartnell, Michael Sherard. Contact: Ann Ryan, 461 Old Bond Street, London W.1.		
Wednesday Jan. 22 12:00 Noon Luncheon	COSMETIC & MILLINERY LUNCHEON MEETING Co-Chairmen: Miriam Gibson French and Kathleen Spencer Cory; also Kitty d'Alessio and Conoldine Burnett. Prices: \$6.50, members; \$7.50, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	SHERATON-ASTOR HOTEL BALROOM
Tuesday Jan. 28 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW Fourteenth annual fashion show for benefit of the National Foundation of Infantile Paralysis. Contact: Elaine Whitelaw, National Foundation, 301 E. 42nd St., OX. 7-7700. Fashion Publ: Eleanor Lambert, MU. 8-2130.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Jan. 29 2:30 P.M.	PREVIEW OF SUMMER DRESS COLLECTION Preview for press and resident buyers of David Crystal's Summer dress collection. By invitation. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
<u>SUMMER COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.</u>			
(Formerly The Sportswear Guild)			
Beginning Monday Feb. 3	DAVIDOW. DAVID M. GOODSTEIN, INC. KANE-WEILL. ZOLTAN ROSENBERG CO. SPORT-CRAFT, INC.	550 Seventh Avenue. 498 Seventh Avenue. 498 Seventh Avenue. 550 Seventh Avenue. 550 Seventh Avenue.	PE. 6-6909 LA. 4-2577 LO. 5-3041 LA. 4-6691 LA. 4-9724